

DESIGN REVIEW COMMITTEE MEMORANDUM

DATE: April 21, 2021
ITEM: No. 1 – 1:35pm
FROM: Eduardo Hernández, Project Planner

SUBJECT: File No.: **ADR21-0004**; Chalk Hill Winery Existing Signs
Applicant: Shaun Harder
Address: 10300 Chalk Hill Rd., Healdsburg
APN: 079-120-016

Request

Design Review with Hearing for two appurtenant monument signs for existing winery on a 222.94-acre parcel zoned LIA and within a scenic corridor. The existing signs reach a height of 4'-6" and have an approximate surface area of 38 sq. ft. each. The project exceeds limits in Sign Ordinance and therefore must be authorized by the Design Review Committee (DRC).

Recommendation

Approve the project as existent.

Background

The project involves two signs at a cumulative sign surface area of 76 sq. ft., which exceeds the sign regulations limitations, and therefore requires the DRC approval. The signs have a less than significant effect on the environment, and are appropriate in their location within the context of neighboring vineyards and wineries. The only discretionary approval required for this project is that of Design Review, to be determined by the DRC.

Key Considerations

- Design. The signs are located on both sides of the winery's driveway entrance, off Chalk Hill Road. The signs are made of concrete which shows in its natural grey color, have off-white painted frames, minimalistic hill logo also painted off-white, and a written "CHALK HILL" is painted dark. Each sign sits on top and the center of a stonewall showing its natural beige and warm colors. The signs sit in landscaped areas, which do not require irrigation as they are composed by small rocks which are multicolored and where the beige color domains, and some other drought-tolerant plants surround. A stone-composed storm-water management feature, which is similar in appearance of the signs stonewall, separates the signs landscaping areas from the roads which gray color is similar to the grey on the signs' faces. The signs are not illuminated, they each have a surface area of approximately 38 square feet and reach a 4'-6" height. Since the signs are less than 6' tall, there are not subject to front yard or corridor preservation setbacks; and are adequate at the current

location of 9' from the road. The signs are compatible with the immediate vicinity, per their design specifications and use. Staff does not find any issues with the design of the signs.

- The signs do not represent any danger to the public, environment or animals in any way.
- The only requests for exceptions, is that to exceed the limitations shown in the Signs Regulations "Article 84" of the Zoning Code for limitation of 1 sign and 32 square feet; by proposing 2 signs and an approximate total of 76 square feet. Per said Article Sec. 26-84.030(d), these exceptions may be granted only upon approval of the DRC.
- There are no compatibility concerns with this project, as it proposes signs for a winery on-site. Signs for a neighboring winery are located immediately across Chalk Hill Road from this project's signs. The immediate vicinity includes other wineries, which also connect via Chalk Hill Road.

Environmental Review

CEQA Exempt per CCR 15311 Accessory Structures (Class 11) which includes appurtenant/on-premise signs.

Attachment

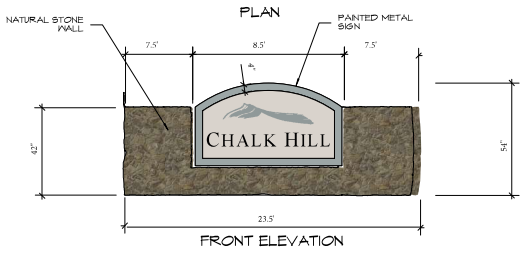
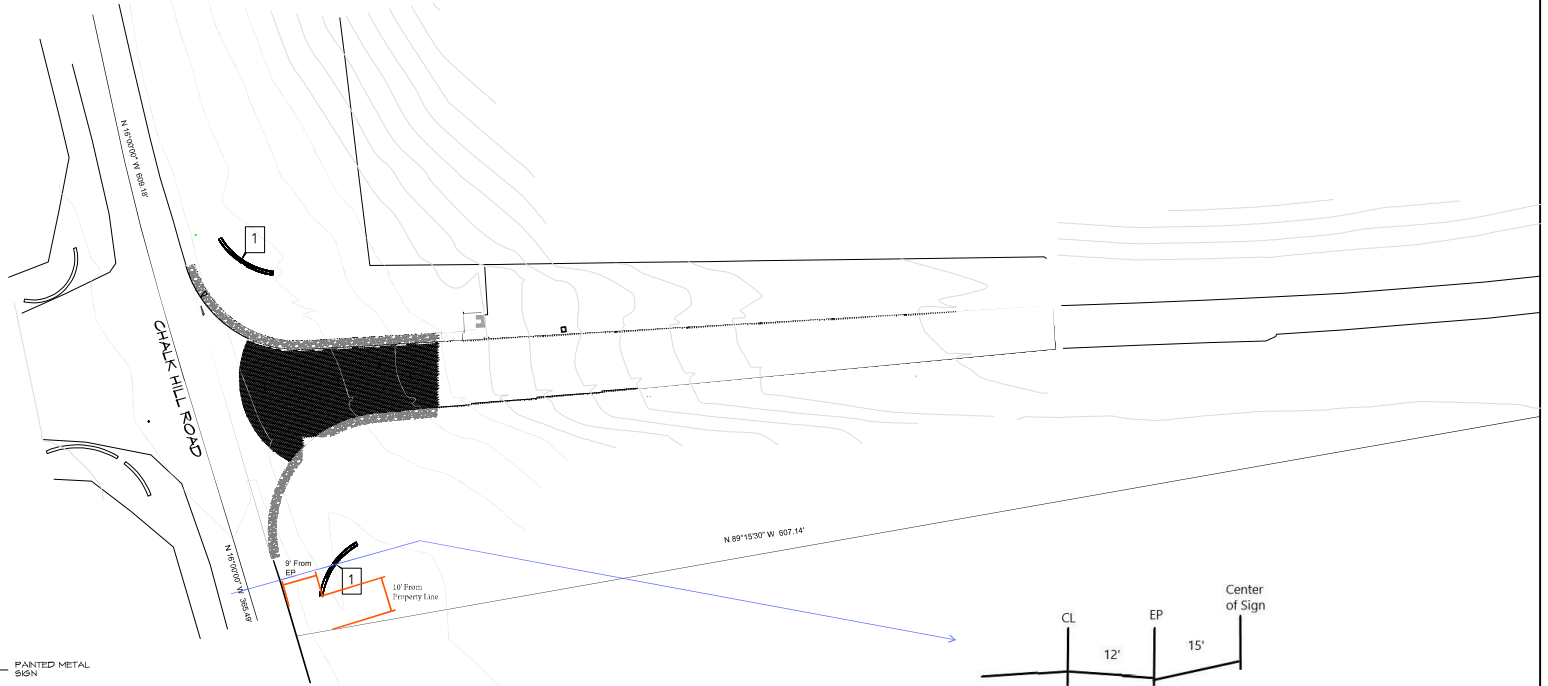
Project plan and materials exhibit



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www.PermitSonoma.org



1. SIGN LOCATION



① **MONUMENT SIGN**
Not to Scale

